

**AMENDMENTS TO THE CLAIMS**

Please amend the claims according to the following listing. This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Cancelled)
2. (Previously Presented) The method of claim 68, further comprising the actions of:
  - a. comparing at least one item of the user information to at least one database to ensure that the item of the user information is valid prior to the action of transmitting the set of the user information; and
  - b. when the item of the user information is not found in the at least one database then taking a predetermined action.
3. (Previously Presented) The method of claim 2, wherein the item of user information comprises an item selected from a group consisting of: a user's postal code, a user's telephone number, a user age, a user's e-mail address and combinations thereof.
- 4-6. (Cancelled)
7. (Previously Presented) The method of claim 2, further comprising the action of sending a confirmation e-mail to the user who has opted in at least one selection.
8. (Cancelled)
9. (Previously Presented) The method of claim 68, further comprising the actions of: using a portion of the user information to retrieve additional user data from a record; and

assembling the additional user data into the user information.

10. (Cancelled)
11. (Previously Presented) The method of claim 68 ~~4~~, further comprising the actions of:  
determining that part of the user information is missing; and  
using statistical census data to complete the user information.
12. (Cancelled)
13. (Currently Amended) The method of claim 68 ~~70~~, wherein the at least one objective factor is a past performance indicator of a server hosting the web page.
14. (Currently Amended) The method of claim 68 ~~70~~, wherein the at least one objective factor is an opt-in rate for similar promotions.
15. (Currently Amended) The method of claim 68 ~~70~~, wherein the at least one objective factor is a confirmation e-mail open rate.
16. (Currently Amended) The method of claim 68 ~~70~~, predetermined maximum bounty is a maximum bounty set by the advertiser.
17. (Currently Amended) The method of claim 68 ~~70~~, further comprising the actions of:
  - a. comparing at least one item of the user information to at least one database to ensure that the item of the user information is valid prior to the action of transmitting the set of the user information; and

- b. when if the item of the user information is not found in the at least one database then taking a predetermined action.

18. (Previously Presented) The method of claim 17, wherein the item of user information comprises an item selected from a group consisting of: a user's postal code, a user's telephone number, a user age, a user's e-mail addresss and combindations thereof.

19-26. (Cancelled)

27. (Currently Amended) A method for billing an advertiser for on-line promotions, comprising the steps of:

displaying a web page to a plurality of users, the web page having a plurality of fields for collecting user information;

receiving the user information at a promoter server computer from each of the plurality of users;

using the promoter server computer to compare ~~comparing~~ the user information from each of the plurality of users to a set of criteria defined by an advertiser; and

for each of the plurality of users whose user information matches the set of criteria defined by the advertiser:

transmitting from the promoter server computer a display of ~~displaying~~ an on-line promotion from the advertiser,

transmitting ~~providing~~ the user information from the digital computer to the advertiser,

employing the promoter server computer to determine ~~determining~~ when a user has opted-in to receiving information from the advertiser; and

generating a bill with the promoter server computer and transmitting the bill to ~~billing~~ the advertiser, for each user that has opted-in to receiving information from the

advertiser, an amount that is determined by subtracting from a predetermined maximum bounty a product of the predetermined maximum bounty times a difference between a first average number and a second average number, wherein the first average number is an average of a frequency of a selected type of action performed by users who have opted-in to receiving information from the advertiser, and wherein the second average number is an average of a frequency of the selected type of action performed by users accessing advertisements from the advertiser without having opted-in at least one objective factor, the objective factor being a number between 0 and 1, that indicates a quality of the user information.

28. (Original) The method of claim 27, wherein the at least one objective factor is a past performance indicator of a server hosting the web page.
29. (Original) The method of claim 27, wherein the at least one objective factor is an opt-in rate for similar promotions.
30. (Original) The method of claim 27, wherein the at least one objective factor is a confirmation e-mail open rate.
31. (Previously Presented) The method of claim 27, wherein the predetermined maximum bounty is a maximum bounty set by the advertiser.
32. (Currently Amended) The method of claim 27, further comprising the actions of:
  - a. comparing at least one item of the user information from at least one user to at least one database to ensure that the item of the user information is valid prior to the action of transmitting the set of the user information; and

- b. when the item of the user information is not found in the at least one database then taking a predetermined action.

33. (Previously Presented) The method of claim 32, wherein the item of user information comprises an item selected from a group consisting of: a user's postal code, a user's telephone number, a user age, a user's e-mail addresss and combindations thereof

34-39. (Cancelled)

40. (Previously Presented) The method of claim 27, further comprising the actions of:  
determining that part of the user information is missing; and  
using statistical census data to complete the user information.

41-67. (Cancelled).

68. (Currently Amended) A method, operable on a digital computer, of targeting advertising to a plurality of users of a global computer network Web page, comprising the actions of:

- a. receiving at a promoter server computer target information from a plurality of advertisers, the target information received from each advertiser setting forth a set of criteria that is to be used to select to which of the plurality of users each advertiser targets for on-line promotions;
- b. transmitting, via the global computer network, from the promoter server computer ~~presenting~~ a registration window to a user of the plurality of users, the registration window including input fields that allow the user to input user information;
- c. upon the user completing entry of the user information into the input fields of the registration window, causing the promoter server computer to compare ~~comparing~~

- the user information associated with the user to the set of criteria associated with each advertiser;
- d. presenting from the promoter server computer to the user an advertiser window that lists only each advertiser whose criteria are matched by the user information entered by the user;
  - e. receiving input at the promoter server computer via the global computer network from the user indicating which selected advertisers listed in the advertiser window the user desires information;
  - f. upon receiving the input from the user, transmitting from the promoter server computer to each of the selected advertisers a set of the user information associated with the user;
  - g. determining, using the promoter server computer, when a user has opted-in to receiving information from the advertiser; and
  - h. calculating with the promoter server computer a bounty to be paid to billing the advertiser; for each user that has opted-in to receiving information from the advertiser, an amount that is determined by subtracting from a predetermined maximum bounty a product of the predetermined maximum bounty times a difference between a first average number and a second average number, wherein the first average number is an average of a frequency of a selected type of action performed by users who have opted-in to receiving information from the advertiser, and wherein the second average number is an average of a frequency of the selected type of action performed by users accessing advertisements from the advertiser without having opted-in at least one objective factor, the objective factor being a number between 0 and 1, that indicates a quality of the user information.

69. (Currently Amended) A method, operable on a digital computer promoter server computer, of enabling a promoter to provide to an advertiser an advertising opportunity targeting a plurality of users of a global computer network Web page, comprising the actions of:

- a. receiving at the promoter server computer from a Web server a subset of a set of user information received from a user who has responded to a registration of a Web page administered by the Web server, the subset of the set of information limited to information that is necessary to determine whether the user meets criteria submitted to the promoter by an advertiser of the plurality of advertisers;
- b. comparing, employing the promoter server computer, the subset of information to the criteria set forth by the advertiser to determine the criteria of the advertiser are met by the user;
- c. when if the criteria are met by the user, then receiving at the promoter server computer from the Web server any information in the set of information not included in the subset of the set of information;
- d. when the criteria are met by the user, then transmitting from the promoter server computer to the user an opt-in window that includes a data entry mechanism that allows the user to select the advertiser, thereby indicating that the user desires information about the advertiser;
- e. when the user selects the advertiser via the opt-in window, then transmitting from the promoter server computer to the advertiser the set of user information;
- g. determining, employing the promoter server computer, when a user has opted-in to receiving information from the advertiser; and
- h. generating a bill using the promoter server computer and transmitting the bill to billing the advertiser, for each user that has opted-in to receiving information from the advertiser, an amount that is determined by subtracting from a predetermined maximum bounty a product of the predetermined maximum bounty times a difference between a first average number and a second average number.

wherein the first average number is an average of a frequency of a selected type of action performed by users who have opted-in to receiving information from the advertiser, and wherein the second average number is an average of a frequency of the selected type of action performed by users accessing advertisements from the advertiser without having opted-in at least one objective factor, the objective factor being a number between 0 and 1, that indicates a quality of the user information.

70. (Cancelled)